



RECEIVED  
Date & Time  
Mar 21, 2018, 11:18 am

DAVID Y. IGE  
GOVERNOR

LUIS P. SALAVERIA  
DIRECTOR

MARY ALICE EVANS  
DEPUTY DIRECTOR

## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813  
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804  
Web site: [www.hawaii.gov/dbedt](http://www.hawaii.gov/dbedt)

Telephone: (808) 586-2355  
Fax: (808) 586-2377

Statement of  
**LUIS P. SALAVERIA**  
Director  
Department of Business, Economic Development, and Tourism  
before the  
**HOUSE COMMITTEE ON  
VETERANS, MILITARY & INTERNATIONAL AFFAIRS & CULTURE AND THE  
ARTS**

Thursday, March 22, 2018  
10:20 a.m.  
State Capitol, Conference Room 429

in consideration of

**SB 2693, SD1  
RELATING TO THE FESTIVAL OF PACIFIC ARTS.**

Chair LoPresti, Vice Chair Fukumoto and Members of the Committee.

The Department of Business, Economic Development, and Tourism (DBEDT) **strongly supports** SB 2693, SD1, relating to the Festival of Pacific Arts which appropriates funds for the planning of the Festival.

Hawaii will host the 13<sup>th</sup> Festival of Pacific Arts for the first time ever. This Festival is important as a venue where the indigenous cultures from throughout the Pacific region can be celebrated and perpetuated through the sharing and passing of cultural traditions from one generation to the next.

The Festival is also expected to have a significant economic impact, as approximately 3,000 delegates and up to 100,000 visitors comprised of accompanying family and friends, and Pacific cultural scholars and enthusiasts from around the world are anticipated to attend. This could potentially generate \$185.7 million in direct visitor spending resulting in state tax revenues of \$21.7 million.

Thank you for the opportunity to provide this testimony.



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii-tourismauthority.org](http://hawaii-tourismauthority.org)

**RECEIVED**  
**Date & Time**  
Mar 22, 2018, 9:17 am

**George D. Szigeti**  
*President and Chief Executive Officer*

Statement of  
**George D. Szigeti**  
Chief Executive Officer  
Hawai'i Tourism Authority  
on  
**SB2693 SD1 Relating to the Festival of Pacific Arts**  
House Committee on Veterans, Military, & International Affairs, & Culture and the Arts  
Thursday, March 22, 2018  
10:20 a.m.  
Conference Room 429

Chair LoPresti, Vice Chair Fukumoto and Committee Members:

The Hawai'i Tourism Authority ("HTA") offers the following **testimony in support of SB2693 SD1**, which would make an appropriation from general revenues for the temporary Commission (the "Commission") on the Thirteenth Festival of Pacific Arts ("Festival") to plan for the historic Festival to be held in Honolulu from June 11 to June 27, 2020.

The funds would help the Commission to maximize Hawai'i's opportunity to host the Festival and showcase the indigenous cultures of Oceania. Hawai'i is in a unique position to leverage its experience, infrastructure and capacity to organize a gathering that will bring visitors from around the world. More than 2,000 delegates representing 27 nations and thousands of participants, from visitors to local residents, will join in the Festival. It will be the largest gathering of Pacific peoples united in respect and appreciation of each other. In addition, many Hawai'i residents have deep ties to the various cultures represented in the Festival. This unique connection presents an opportunity to strengthen community bonds and deepen our knowledge and understanding.

Mahalo for the opportunity to offer this testimony in support.

**RECEIVED**  
**Date & Time**  
Mar 21, 2018, 11:18 am

**SB-2693-SD-1**

Submitted on: 3/20/2018 5:04:11 PM

Testimony for VMI on 3/22/2018 10:20:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Leimomi Khan	Democratic Party of Hawaii, Hawaiian Affairs Caucu	Support	No

Comments:

The Hawaiian Affairs Caucus of the Democratic Party of Hawaii continues to support SB2693 SD1 for the reasons earlier provided in testimony.

**RECEIVED**  
**Date & Time**  
Mar 21, 2018, 11:19 am

**SB-2693-SD-1**

Submitted on: 3/21/2018 10:20:55 AM

Testimony for VMI on 3/22/2018 10:20:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Melodie Aduja	Oahu County Committee on Legislative Priorities of the Democratic Party of Hawai'i	Support	No

Comments:



HAWAI'I LODGING & TOURISM  
ASSOCIATION

RECEIVED  
Date & Time  
Mar 22, 2018, 9:18 am

Testimony of

Mufi Hannemann  
President & CEO  
Hawai'i Lodging & Tourism Association

Committee on Veterans, Military & International Affairs, & Culture and the Arts  
March 22, 2018

SB2693 SD1: Relating to the Festival of Pacific Arts

Chair LoPresti, Vice Chair Fukumoto, and members of the committee:

Mahalo for the opportunity to testify. On behalf of the nearly 700 members of the Hawai'i Lodging & Tourism Association, the state's largest private-sector visitor industry organization, we **support** Senate Bill 2693 SD1 which makes an appropriation from the State's general revenues, for the Festival of Pacific Arts, scheduled for 2020 for the first time in Hawai'i.

The forthcoming festival, which would be the 13<sup>th</sup> since 1972, would bring to the Hawaiian Islands about 3,000 artists and cultural practitioners from across Oceania to exchange ideas and practices on how best to preserve and perpetuate the unique indigenous arts and cultures of this region.

Based on the past success of the Festival of Pacific Arts, we can expect delegates representing at least 27 Pacific Island nations and territories to visit our islands. This would enhance Hawai'i's reputation as a gathering place and meeting destination, showcase the diversity of cultures found everywhere in the Pacific, and continue a tradition that has been vital to the progress being made in preserving the heritage of the people of the region.

The organizers will require funds for housing, transportation, and other expenses, and Senate Bill 2693 will be a significant step forward in that regard. In the meantime, if funding is assured, the visitor industry can also plan to work with the festival organizers to promote the event and perhaps help develop a marketplace for the art and products that would be highlighted during the festival.

The Festival of Pacific Arts, though held only every four years, could become an important date on the state's events calendar, and I urge the Legislature to provide the funding necessary to support this excellent endeavor.

Mahalo for your consideration of Senate Bill 2693 SD1.

**RECEIVED**  
**Date & Time**  
Mar 20, 2018, 11:15 am

**SB-2693-SD-1**

Submitted on: 3/20/2018 10:46:55 AM

Testimony for VMI on 3/22/2018 10:20:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Benton Kealii Pang, Ph.D.	Hawaiian Civic Club of Honolulu	Support	No

Comments:



**RECEIVED**  
**Date & Time**  
Mar 22, 2018, 9:17 am

*Managed by the Festival Companies*

2201 Kalākaua Avenue, Suite A500 Honolulu, Hawai'i 96815 • (808) 931-3100 • RoyalHawaiianCenter.com

---

FROM: Monte M. McComber II

SUBMITTED ON: March 21, 2018

TESTIMONY IN SUPPORT OF: SB 2693, Relating to the Festival of Pacific Arts and Culture

SUBMITTED TO: Senate Committee on Veterans, Military, & International Affairs, & Culture and the Arts (VIM), Senate Committee on Finance (FIN)

Dear Honorable Mesdames and Sirs:

I write in support of SB 2693, Relating to the Festival of Pacific Arts and Culture, ask for your kind consideration and respectfully request that Senate Committees VIM and FIN support the passing of this bill.

**ROYAL HAWAIIAN CENTER AS FESTIVAL SUPPORTER**

Royal Hawaiian Center will offer its Royal Grove stage to visiting delegations to share their culture with our guests, both kama'āina and malihini alike. There will be no performance fees to the delegations and no admission fees for guests. Standard parking rates will apply. Royal Hawaiian Center will provide each visiting delegation meals and transportation. Our location in Waikīkī, a stone's throw away from the proposed location of the Festival Village, position us to be the perfect liaison to helping visitors engage fully in Festival happenings.

**PERSONAL EXPERIENCE**

I am a former festival participant, having attended the 1992 festival in Rarotonga (Cook Islands). I also attended the 2016 festival in Guam, in preparation for its inaugural debut in Hawai'i in two years' time; just around the corner, as the saying goes. In both my experiences – the latter having taken place while I was a teenager and the former occurring while in my forties – I have witnessed a level of camaraderie among Pacific peoples I have never seen before, and this rarity only blooms each four years for only two weeks' time during the festival. During the years of hiatus, each of the peoples go about their lives in normal fashion. But every four years, since 1972, a truly tremendous occasion resurfaces and when it does the ancient lineal bonds among the island folk of the Pacific are reaffirmed and strengthened, the creative expression of each culture is re-sparked, and traditional knowledge innovates pathways forward that benefit our global neighborhood. We're quite familiar with this interval of time as we have just witnessed



*Managed by the Festival Companies*

2201 Kalākaua Avenue, Suite A500 Honolulu, Hawai'i 96815 • (808) 931-3100 • [RoyalHawaiianCenter.com](http://RoyalHawaiianCenter.com)

---

the 23<sup>rd</sup> Winter Olympic Games. While the limits of our island home prevent us from ever hosting the Olympics, Hawai'i is perfectly made and the time is opportune for us to play host to the 13<sup>th</sup> Festival of the Pacific Arts and Culture; *the* Olympics of the Pacific. It would be the first time for Hawai'i to play such a major role in the bringing together of many peoples and the thousands of guests who are anxiously anticipating attending. It's an inclusive opportunity to form bridges among artisans within and without of Hawai'i. The festival will provide Hawai'i with a practically limitless chance to re-brand itself to the world, and to share the very best of ourselves.

It is my hope that I have successfully conveyed, in this short letter, the great potential and benefit that is just within our grasp, if we take on the role as host of the 13<sup>th</sup> Festival of the Pacific Arts and Culture in 2020. To do that, we need the support of the Senate Committees VIM and FIN. I humbly ask for it.

Me Kealoha Pumehana, *Warmest Regards*

A handwritten signature in cursive script that reads "Monte M. McComber II".

Monte M. McComber II  
Cultural Director  
Royal Hawaiian Center

Commissioner  
13<sup>th</sup> Festival of the Pacific Arts and Culture





**RECEIVED**  
**Date & Time**  
Mar 22, 2018, 9:17 am

March 21, 2018

Representative LoPresti, Chair  
Representative Fukumoto, Vice Chair  
Members of the Committee on Veterans, Military & International Affairs & Culture and the Arts

RE: Strong Support for SB2693 Relating to the Festival of Pacific Arts

Aloha Chair LoPresti, Vice Chair Fukumoto  
Members of the Committee,

I am Vicky Holt Takamine. I was appointed in January, 2018 as the Festival Coordinator for the 13<sup>th</sup> Festival of Pacific Arts & Culture (FESTPAC) that will be held June 11-27, 2020 here in Hawai'i. Briefly:

- The Festival of Pacific Arts & Culture is the largest gathering of Pacific island peoples in the world and was initiated by the South Pacific Community (SPC) to stem the erosion of traditional customary practices in 1972.
- The Festival will bring 3,000 artists and cultural practitioners from 28 Pacific Island nations to celebrate, share, demonstrate their arts and cultural traditions
- The participating island nations include: American Samoa, Australia, Northern Mariana Islands, Cook Islands, Rapa Nui, Federated States of Micronesia, Fiji, French Polynesia, Guam, Hawai'i, Kiribati, Marshall Islands, Nauru, Ne Caledonia, New Zealand, Niue, Norfolk Island, Palau, Papua New Guinea, Pitcairn Islands, RMI, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Walls & Futuna and Taiwan.
- We expect Heads of State and Ministers of Culture from many of these islands will attend.
- We expect more than 100,000 visitors will attend the 2 week festival.
- The economic boost to tourism and our local economy
- National and International media will be here covering the event the promotion for Hawai'i will be tremendous.
- The Festival Council meetings will also be held in Hawai'i at the same time for the Heads of State and Ministers of Culture of each nation.
- Some of the Island Nations will be sailing their canoes to Hawai'i, this may be the largest gathering of Polynesian voyaging canoes in history
- Events will be held all around O'ahu. Our partners include: Polynesian Voyaging Society. West O'ahu College, Leeward Community College, Windward



Community College, Kualoa Ranch, University of Hawai'i at Mānoa, East West Center, Kamehameha Schools, Punahou School, the State Art Museum, Bishop Museum, the Honolulu Art Museum and many other organizations.

- We hope, if we can raise enough funding and support, to schedule visits to the neighbor islands.

We will be partnering with businesses, museums, arts organizations, colleges, schools and nonprofits to plan an event that will celebrate our island home, showcase the best that Hawai'i has to offer, discuss critical issues that face all island nations such as climate change, rising sea levels, intellectual property rights, loss of language and cultural practices.

We are very proud to have been selected to host this prestigious event and we want to make our State proud to be the host as well. But we cannot do this without your support.

The Pacific Community (SPC) oversees FESTPAC planning. SPC is an international development organization owned and governed by the 26 country and territory members. While the United States is a member of the Council, Hawai'i has a unique position as a representative of the indigenous people of Hawai'i and holds a seat on the council. <http://www.spc.int> .

Last year the State Legislature set up a Temporary Festival Commission and appropriated \$500,000 to support the planning of FESTPAC. The Commission has been established and through an RFP process, DBEDT selected PA'I Foundation in January 2018, to serve as the FESTPAC coordinator. PA'I will receive \$450,000 over the next three years for staff and administration to plan and coordinate the event.

Funding is necessary for matching funds for local and national support, for publicity, marketing and development support to help raise the additional funding necessary to implement the event.

SB2693 requests funding to continue the planning and implementation. We cannot wait another year for appropriations to implement FESTPAC, and then another year before the funding is distributed. It will be too late to do the job right.



FESTPAC is similar in scope to the Olympics and will receive worldwide national and international coverage. We know that the returns will be great for the State, local businesses and our residents.

Attached please find a Draft Budget, Timeline and Strategies submitted with our RFP to the Department of Business and Economic Development and Tourism to assist with coordinating the 13<sup>th</sup> Festival of Pacific Arts and Culture to be held June 11-27, 2020.

Mahalo for your consideration.

A handwritten signature in black ink that reads "Vicky Holt Takamine".

Vicky Holt Takamine  
Festival Director  
13<sup>th</sup> Festival of Pacific Arts & Culture – Hawai'i 2020  
PO Box 17483  
Honolulu, HI 96817  
[vicky@paifoundation.org](mailto:vicky@paifoundation.org)  
Ph. 808-754-2301

**SB-2693-SD-1**

Submitted on: 3/21/2018 9:32:30 PM

Testimony for VMI on 3/22/2018 10:20:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Keoni Lee	Oiwi TV	Support	No

Comments:

Aloha kakou,

The Festival of Pacific Arts is the preeminent cultural festival in the Pacific held once every four years. The Festival will bring 3,000 artists and cultural practitioners from 28 Pacific Island nations to celebrate, share, demonstrate their arts and cultural traditions along with Heads of State and Ministers of Culture. Hawai'i, even though no longer an sovereign nation, was welcomed to participate in the festival and was bestowed the great honor of hosting this esteemed Festival because of great work and representation by our Hawaiian contingents to the Festival led by folks like Vicky Holt Takamine and Mapuana De Silva.

The State of Hawai'i has invested millions of dollars to strengthen its cultural competitive advantage and this Festival will provide a once-in-a-generation opportunity to market Hawai'i to visitors looking for authentic cultural experiences. Supporting the Festival is a no-brainer, its an investment that will yield financial, cultural, and marketing returns.

Na'u me ka ha'aha'a,

Keoni Lee